

Message Text

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ACTION COME-00

INFO OCT-01 ARA-14 EUR-12 ISO-00 EB-08 /035 W
-----099267 282247Z /70

R 281609Z APR 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 5632
INFO AMEMBASSY CARACAS

UNCLAS SECTION 01 OF 02 LONDON 06773

TAGS: BBSR, VE, UK
SUBJECT: GLOBAL MARKET RESEARCH: LABORATORY INSTRUMENTS,
VENEZUELA

REF: STATE 82097

1. BID INVITATIONS SENT TO TEN COMPANIES; ONLY FOUR PROPOSALS RECEIVED. MARKET INVESTIGATIONS (P & A) LTD. AND MARKETING IMPROVEMENTS LTD. DECLINED BID DUE INSUFFICIENT RESOURCES; SIRA INSTITUTE LTD. AND PA MANAGEMENT CONSULTANTS LTD. GAVE NO REASONS FOR NOT BIDDING. FOLLOWING FIRMS FAILED RESPOND: INTERNATIONAL MARKETING & ECONOMIC SERVICES AND OVERSEAS MARKET RESEARCH LTD.

2. FOLLOWING IS RESUME BIDDERS' PRICES IN POUNDS STERLING, TOGETHER WITH RELEVANT POINTS:

A. ENTERMARK LTD., 10,228 (FIRM BID IN DOLLARS, AT 19,000). MINIMUM OF 60 INTERVIEWS ENVISAGED, COVERING PRINCIPAL INITIATORS OF SCIENTIFIC RESEARCH, INCLUDING GOVERNMENT, QUASI-GOVERNMENT, EDUCATION, MEDICAL/CLINICAL, SCIENCE AND INDUSTRY. FIELD INTERVIEWING WOULD BE UNDERTAKEN BY PROJECT DIRECTOR, PETER WELCH, MARKETING MANAGER FOR FOUR YEARS WITH RECKITT & COLEMAN' VENEZUELAN SUBSIDIARY, WHILE STATISTICAL ANALYSIS AND DATA COLLECTION FROM NON- VENEZUELAN SOURCES WOULD BE RESPONSIBILITY OF CONSULTANT STATISTICIAN, BRIAN
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MCLOUGHLIN. ENTERMARK COULD COMPLETE RESEARCH BY TARGET DATE PROVIDING EARLY COMMISSIONING OF STUDY. FIRM IS MEMBER OF U.S.-BASED NORMAN CRAIG & KUMMEL GROUP OF COMPANIES.

B. PLANNING RESEARCH & SYSTEMS LTD. (PRS), 2,850. FIRM'S EXPERIENCE IN THIS FIELD INCLUDES U.K. MARKET FOR SCIENTIFIC, MEDICAL AND PROCESS CONTROL INSTRUMENT-

ATION AND EUROPEAN MARKET FOR PLASTIC AND OTHER DISPOS-
ABLE MEDICAL EQUIPMENT; IT HAS ALSO CONDUCTED RESEARCH
INTO WORLD DIESEL ENGINE MARKET, WHICH INCLUDES BRAZIL,
MEXICO AND VENEZUELA. NUMBER OF PERSONAL AND PHONE
INTERVIEWS NOT SPECIFIED, BUT WOULD BE CONDUCTED WITH
MANUFACTURERS AND DISTRIBUTORS, END-USERS, GOVERNMENT
OFFICIALS, TRADE ASSOCIATIONS, FINANCIAL INSTITUTIONS
AND TRADE JOURNALS. PRS COULD COMPLETE STUDY WITHIN
REQUIRED TIME PERIOD. COMPANY HAS UNDERTAKEN RECENT
USDOC ANNUAL CONTRACT AND GMS STUDIES.

C. TACTICAL MARKETING LTD. (TML), 3,465. PERSONAL
INTERVIEWS UNLIKELY TO BE LESS THAN 45. FIRM HAS COM-
PLETED SEVERAL SOPHISTICATED STUDIES IN LABORATORY
INSTRUMENTATION USAGE IN BRAZIL, VENEZUELA AND WEST
INDIES FOR PAUL WEBER APPARATEBAU, STUTTGART; PCI IN
VENEZUELA, MEXICO AND U.S. FOR LABIMEX, WARSAW; PGA
STUDY FOR USDOC IN VENEZUELA; BIOMEDICAL EQUIPMENT IN
VENEZUELA, COLUMBIA AND MEXICO FOR SIEMENS AG, GERMANY;
AND IS CURRENTLY WORKING ON VENEZUELAN STUDY FOR AGRI-
CULTURAL EQUIPMENT FOR USDOC. TEAM LEADER WOULD BE
ALEXANDRA KING, WHO IS FAMILIAR WITH VENEZUELAN MARKET.
TML WOULD MEET OR BETTER SCHEDULED DEADLINE.
D. METRA CONSULTING GROUP LTD., 5,500. MINIMUM OF 50
PERSONAL INTERVIEWS ENVISAGED COVERING END USERS, DIS-

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TRIBUTORS, MANUFACTURERS AND GOVERNMENTAL LABORATORIES. SENIOR MEMBER OF FIRM, PETER WARD, HAS SUPERVISED MULTI-COUNTRY USDOC STUDIES IN PRIOR CAPACITY AS DIRECTOR OF PETER WARD & ASSOCIATES (INTERPLAN) LTD., NOW MERGED WITH METRA. HE HAS BEEN RESPONSIBLE FOR SUPERVISING WIDE RANGE OF STUDIES IN INSTRUMENT AREA INCORPORATING PROCESS CONTROL AND ANALYTICAL INSTRUMENTATION THROUGHOUT EUROPE AND MIDDLE EAST. METRA WOULD MEET OR BETTER SCHEDULED DEADLINE.

3. BID SUMMARY & RECOMMENDATIONS:

A. INACCEPTABLY HIGH PRICE WOULD APPEAR PRECLUDE ENTERMARK AND METRA. TML OFFERS SUBSTANTIAL EXPERIENCE IN BOTH INDUSTRY AREA AND COUNTRY, AND CURRENTLY HOLDS USDOC CONTRACTS IN VENEZUELA FOR AGRICULTURAL EQUIPMENT AND MACHINE TOOLS & RELATED EQUIPMENT; FIRM ALSO HAS REPUTATION FOR PRODUCING RESULTS ON SCHEDULE. PRS IS LOWEST BIDDER WITH USEFUL INDUSTRY EXPERIENCE AND KNOWLEDGE OF USDOC SPECS.

B. EMBASSY RECOMMENDS PRS FOR COST-EFFECTIVE STUDY, BUT FEELS EXTRA 615 POUNDS SMALL PRICE TO PAY FOR MORE SUBSTANTIAL AND RELEVANT INDUSTRY AND COUNTRY KNOWLEDGE WHICH TML COULD CONTRIBUTE TO RESEARCH.

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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 apr 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978LONDON06773
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780182-1004
Format: TEL
From: LONDON
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Image Path:
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Legacy Key: link1978/newtext/t1978045/aaaaadzy.tel
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Litigation Code IDs:
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Litigation History:
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Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: 78 STATE 82097
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2948000
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: LABORATORY INSTRUMENTS, VENEZUELA
TAGS: BBSR, VE, UK
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/be8212ad-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014